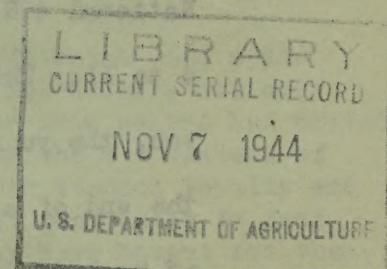


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NATIONAL 4H achievement Week



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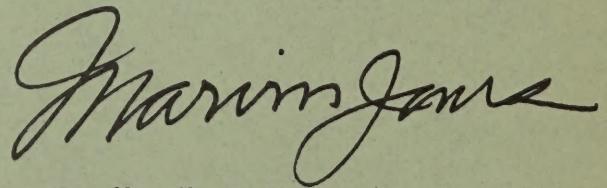
W. F. Johnson

EXTENSION SERVICE • U.S. DEPARTMENT OF AGRICULTURE

A MESSAGE TO 4-H CLUB MEMBERS

It is a pleasure to commend you on another annual National 4-H Achievement Week to be observed from November 4 to 11. This harvest-time marks a production record for you, the young farmers of this Nation . . . and marks, too, the end of a year of extra service for your Nation -- a year of real war service.

Your generation of Americans has accepted new responsibilities which are helping immeasurably to speed victory. The world we hope to build is your world. You are building a firm foundation for your future -- much of it in your 4-H Club work. I wish you every success now and for the future.



Marvin Jones
War Food Administrator.

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United States Department of Agriculture

EXTENSION SERVICE

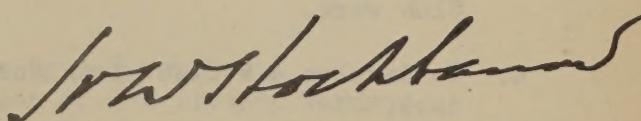
NATIONAL 4-H ACHIEVEMENT WEEK

November 4-11, 1944

FOREWORD

During National 4-H Achievement Week, we can point with pride to the achievements of the nearly 1,700,000 4-H Club members not only during 1944 but during the entire war period. For this period has proved to be outstanding in valuable services rendered by the 4-H members of this Nation. The tabulated results highlight their staunch loyalty and patriotism. They have produced food in sufficient quantities to feed more than a million men in our armed forces. They have bought for themselves or sold to others millions of dollars worth of war bonds and have collected thousands of tons of scrap for war purposes. They have done much on their own farms and those of their neighbors to help relieve the labor shortage. This year they have also collected milkweed pods to provide floss for the life jackets of our men on the high seas. Nor should we omit to salute the 700,000 or more 4-H members who have left the home ranks to fight far away on battle fronts. Many have won meritorious awards, but all have fought with valor and have been praised by their officers because "they know how to do things."

During National 4-H Achievement Week may every extension agent do his full part in calling to the attention of the public what the boys and girls of the 4-H Clubs have done for home and country, and to help these young people prepare for even greater 4-H achievements in the year ahead.



H. W. Hochbaum, Chief
Division of Field Coordination

National 4-H Achievement Week should not only mark the culmination of 4-H Club work for 1944, but should set the stage for the results to be attained during 1945. In fact, National 4-H Achievement Week may be viewed also as 4-H Reorganization Week. For this year in many States, in accordance with the usual procedure, 4-H Clubs will be reorganized, goals set for the ensuing year, and membership drives started.

Nationally, this week will be featured by the greeting to 4-H Club members from the Hon. Marvin Jones, War Food Administrator, and by a 4-H report by radio to the Nation. What the nearly 1,700,000 4-H members have accomplished in the production and conservation of food will be stressed. As proved so effective last year, a special salute will be given those 4-H members who have fed one or more fighters in 1944.

Locally, the observance of this week as usual will attract new attention to the accomplishments of 4-H Club members already highlighted during the observance of 4-H Community Achievement Days. It will also provide an opportunity for 4-H Clubs to get set for 1945 in a more effective way than ever before. Above all else, this week should give every 4-H member an appreciation of what the combined efforts of all can mean in helping to win the war through serving well in the home, on the farm, and in the community.

PURPOSES

1. To provide 4-H members an opportunity to report to the Nation their accomplishments in helping to win the war. The general public is entitled to this information. (See page 7.)
2. To acquaint parents in every community with what has been accomplished by their own boys and girls through 4-H Club work in helping to win the war.
3. To give recognition to individual and group achievement through 4-H Club work.
4. To develop 4-H Club plans for the ensuing year based on results to date.
5. To encourage rural young people not yet enrolled in a 4-H Club, to join, and emphasize the opportunities thereby afforded them.

SUMMARY OF NATIONAL PLANS FOR THE WEEK

National 4-H Achievement Week may be the means of calling attention not only to the total 4-H accomplishments in helping to win the war, but also to the local and county results, even though community or county 4-H achievement days have already been held.

1. National broadcast on Farm and Home Hour network, November 4.
Total 4-H accomplishments in helping to win the war.
2. Message to all 4-H members by the Hon. Marvin Jones, War Food Administrator.
3. National news and feature material on total accomplishments by 4-H members in helping to win the war in community, county, State, and Nation.
4. Commercial cooperation; window displays of 4-H war effort.
5. Magazine articles.

SUGGESTIONS FOR LOCAL 4-H ACHIEVEMENT MEETINGS

1. Increased importance of achievement meetings this year because of tire and gasoline shortages.
2. Publicity regarding National 4-H Achievement Week in weekly papers, extra editions, editorials.
3. 4-H exhibits, especially of garden and canned products, including window displays in local store windows.
4. Community 4-H achievement programs.
In town hall or some other community place.
4-H exhibits on display, also 4-H posters and pictures illustrating work done,
All parents and neighbors of 4-H members encouraged to attend.

Program features.

4-H music.

Message to 4-H members from the Hon. Marvin Jones, War Food Administrator.

Pledge of allegiance and 4-H Club pledge.

Awards to members who have achieved.

Awards to local volunteer leaders.

Public demonstrations showing what can be done locally to help win the war.

4-H citizenship ceremonial.

Feature speakers at local meetings.

Report of special wartime activities by 4-H members:

(1) Amount of food produced, number of 4-H Victory Gardens, etc., in the 4-H Food for Freedom program.

(2) Amount of food conserved through canning, drying, and storing.

(3) Number taking first aid, home nursing.

(4) Number helping with the farm-labor shortage.

(5) Number cooperating in fire-prevention, farm and home safety activities, Red Cross programs, and war relief projects.

(6) Number of club members participating in discussions on the democratic way of life, the Good Neighbor Policy, and the issues of the present world conflict.

- (7) Amount of war bonds bought by 4-H members.
- (8) Amount of war bonds and stamps sold by 4-H members.
- (9) Number of pounds of paper, rubber, aluminum, and other scrap metal collected.
- (10) Number of club members collecting milkweed pods.

Emphasis on conservation and care of clothing if a 4-H dress revue is held.

Number of public demonstrations by 4-H members.

Cooperation with local organizations, such as the Farm Bureau, Grange, Farmers' Union, Chamber of Commerce, and service clubs. In some States, plans for a special achievement day include an achievement program in the morning, a noonday lunch, and recreation programs in the afternoon. In other States, achievement programs are held in the evening, a 4-H banquet often being the main feature.

5. Other features.

4-H exhibits in store windows, especially of garden and canned products.

4-H posters or stickers on window or on gate of every 4-H member.

4-H posters in town hall, post office, local bank, or other public place.

Local 4-H parades.

Participation in adult programs, and a report of what has been accomplished and what is planned for 1945.

Announcement of 4-H plans for ensuing year.

Announcement of names of new members enrolled.

SUGGESTIONS FOR COUNTY 4-H ACHIEVEMENT MEETINGS

Similar to local 4-H achievement meetings.

Pledge of allegiance.

National 4-H pledge.

Message to 4-H members from the Hon. Marvin Jones, War Food Administrator.

4-H songs.

4-H band or orchestra, if available.

Report of 4-H victory achievements by president of 4-H council or some other appropriate person.

Broadcast from local radio station.

Victory goals for 1945 based on 1944 achievements by outstanding 4-H local leader.

4-H demonstrations relating to national 4-H Victory program.

4-H Victory playette.

Address by a prominent citizen.

4-H recognition, awards.

Star-Spangled Banner.

Other 4-H features:

Displays in local store windows, especially of garden and canned products.

Extra edition in county papers featuring 4-H Victory results.

Posters.

Parade at county seat.

Achievement meeting in local theater or auditorium.

Motion pictures of 4-H Club work in local theater.

Announcement of county 4-H plans for ensuing year.

Announcement of number of new members enrolled for entire county.

SOME SUGGESTIONS FOR 4-H PUBLICITY

1. Provide editors of local papers with photographs and information on national and local 4-H results. Stories of outstanding achievements of local 4-H members are especially effective.
2. Consult managers of local stores about window displays. Furnish products canned or grown by 4-H members. Garments made or remodeled by 4-H members may also prove effective.
3. Send circular letters to all local leaders acquainting them with plans for National 4-H Achievement Week and what they are expected to do. Circular letters concerning National Achievement Week may also be sent to 4-H members.
4. Make contact with local broadcasting stations regarding special 4-H programs during National Achievement Week, highlighting the outstanding achievements of local 4-H members, as well as the extent of 4-H Club work today. A large expansion of 4-H Club work is under way throughout the countries south of us and may soon be under way in the war-torn countries of Europe.
5. Plan with local 4-H leaders various ways of reaching more young people with the 4-H program. Make special announcement of those enrolled during week.

6. Announce 4-H plans for ensuing year as formulated by the 4-H Clubs of the county.
7. Put 4-H posters and 4-H window cards in public places throughout the county.
8. Obtain the cooperation of the clergy of local churches. Supply them with information regarding National 4-H Achievement Week and 4-H plans for the ensuing year.
9. For other suggestions, refer to the 1942 and 1943 manuals on National 4-H Achievement Week.
10. For use in local publicity, the illustrations at the end of this circular may prove effective.

4-H CITIZENSHIP PLEDGE

We, individually and collectively, pledge our efforts from day to day, to fight for the ideals of this Nation.

We will never allow tyranny and injustice to become enthroned in this, our country, through indifference to our duties as citizens.

We will strive for intellectual honesty and exercise it through our power of franchise. We will obey the laws of our land and endeavor increasingly to quicken the sense of public duty among our fellow men.

We will strive for individual improvement and for social betterment. We will devote our talents to the enrichment of our homes and our communities in relation to their material, social, and spiritual needs.

We will endeavor to transmit this Nation to posterity not merely as we found it, but freer, happier, and more beautiful than it was transmitted to us.

NATIONAL 4-H ACHIEVEMENTS

4-H Club Members Are Achieving Their Seven National War Goals

(Figures are based upon preliminary 1943-44 reports from State club leaders.)

1. They are helping to produce and conserve for the food arsenal.

Poultry products	birds ...	12,000,000
Dairy cattle	head ...	100,000
Livestock	head ...	600,000
Victory Garden products	acres ...	150,000
Food crops	acres ...	300,000
Products canned	quarts ...	17,000,000

2. They are fighting with scrap and war bonds.

Scrap collected	pounds ...	over 300,000,000
War bonds or stamps purchased or sold to others	over \$35,000,000	

3. They are guarding their own and their community's health.

	<u>Number</u>
Members having periodic health examinations	200,000
Members checking food and health habits	800,000
Meals prepared in keeping with nutritional needs of family	13,000,000
Members taking first aid and home nursing	200,000
Members removing farm and home accident hazards	400,000

4. They are serving for those gone to war, and aiding city boys and girls to break into farm work.

Members-	<u>Number</u>
Increasing farm fuel supplies	250,000
Participating in 4-H Club fire-prevention activities	450,000
Caring for farm machinery or repairing it	300,000
Canning, drying, storing needed food supplies	400,000
Repairing and remaking clothing	500,000
Demonstrating wartime practices to others	300,000

5. They are helping to interpret the Nation's war program to the community.

6. They are practicing democratic procedures and learning to have a deeper appreciation of the democratic way of life.

7. They are discussing at club meetings some of the important social and economic forces now at work and the steps to take in developing the Good Neighbor spirit at home and abroad.

4H ACHIEVEMENT WEEK

NOVEMBER 4-11, 1944

4-H



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4-11, 1944

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NOVEMBER
4-11, 1944



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